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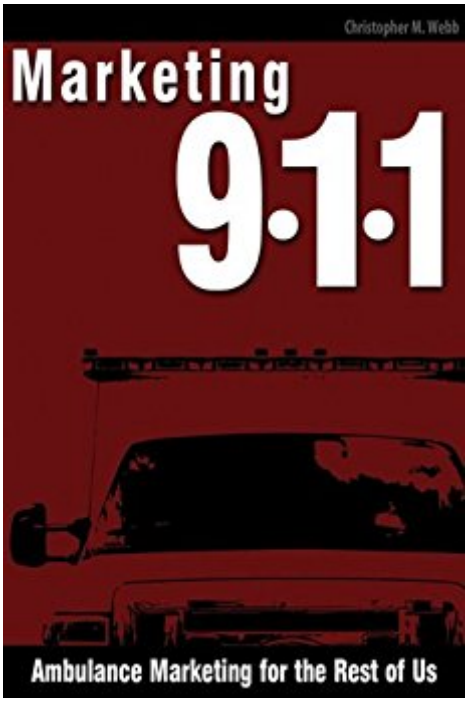
Marketing 911: Ambulance Marketing For The Rest Of Us



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Synopsis

Whether you are an EMT looking to move up in the ranks or a private ambulance company owner seeking out methods to grow your business, this book is for you. The days of throwing pens and notepads at facility staff in hopes that they'll call you are over. This book will teach you what it takes to build your brand, create loyal customers, and increase your market share. In this book I explore the concepts of brand awareness, brand loyalty, and brand advocacy as they pertain to the ambulance industry. In addition, we'll explore topics such as: Taking on Goliath, Lowering Friction in the Sales Process, Putting Competitors Out Of Business, and more.

Book Information

File Size: 1253 KB

Print Length: 225 pages

Publisher: River Morgan Publishing (March 20, 2014)

Publication Date: March 20, 2014

Sold by:Â Digital Services LLC

Language: English

ASIN: B00J550OHK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #691,804 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6 inÂ Kindle Store > Kindle eBooks > Medical eBooks > Special Topics > Transportation #26 inÂ Books > Medical Books > Medicine > Transportation #239 inÂ Kindle Store > Kindle eBooks > Medical eBooks > Specialties > Emergency Medicine

Customer Reviews

This truly is the first book written by an ambulance marketing professional FOR ambulance company operators. Provides a clear and concise marketing strategy for developing a sales plan. Kudos to The author!

The paste is too thin, but the content is a right point of view of the marketing because even when most of the people thinks it just have to be based in desk analysis of charts, and, projects of

billboards, etc. The author put the emphasis in what really is: "It's a people business".Don't talk about where, or, how to obtain the generation of patient transports in any city out of the USA. But have sense how to work within the ambulance marketing.

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